10

15

CLAIMS

What is claimed is:

1. A method for representing a dynamic document, comprising the steps of:

providing a dynamic document template; and binding an instances set to said dynamic document template.

2. A method according to claim 1, wherein said step of providing further comprises the steps of:

describing a set of layout designs; and defining the logic plan of said dynamic document template.

3. A method according to claim 2, wherein said step of defining further comprises the steps of:

defining a set of dynamic objects for inclusion in said dynamic document;

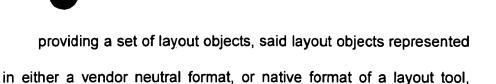
defining a set of data values; and

defining a set of rules for assigning said data values to said

dynamic objects.

- 4. A method according to claim 3, wherein said data values are one of a group including database items and media items.
- 5. A method according to claim 3, wherein said step of describing further comprises the steps of:

5



wherein said layout tool is indicated by the type of said object;

providing a set of possible pages in said dynamic document; and

providing a set of placeholders for said dynamic objects.

- 6. A method according to claim 3, wherein said set of rules are defined in terms of Relational Algebra.
- 7. A method according to claim 3, wherein said dynamic objects comprise

 10 a storage system for content items, said storage system being operable to
 receive requests for items in a form of a reference and to reply with an actual
 item.
 - 8. A method according to claim 4, wherein said data values are defined as Relational Database tables.
- 9. A method according to claim 4, wherein said step of binding comprises the step of assigning said instances sets to said database tables.
 - 10. A method according to claim 2, wherein said step of providing further comprises the step of amending said layout design while not amending said logic plan.
- 20 11. A dynamic document template comprising:
 - a logic section; and
 - a layout section comprising at least one layout object.



- 12. The dynamic document template according to claim 11, wherein said logic section comprises:
 - a set of dynamic objects;
 - a set of data values; and
- a set of rules for assigning said data values to said dynamic objects.
 - 13. The dynamic document template according to claim 12, wherein said set of rules is defined in terms of Relational Algebra.
- 14. The dynamic document template according to claim 12, wherein said
 10 dynamic objects comprise a storage system for content items, said storage
 system being operable to receive requests for items in a form of a reference
 and to reply with an actual item.
 - 15. The dynamic document template according to claim 12, wherein said data values are one of a group including database items and media items.
- 15 16. The dynamic document template according to claim 12, wherein said data values are defined as Relational Database tables.
- 17. The dynamic document template according to claim 11, wherein said layout objects are represented in either a vendor neutral format, or native format of a layout tool, and wherein said layout tool is indicated by the type of said object.
 - 18. A dynamic document comprising:
 - a dynamic document template; and
 - an instances set bound to said dynamic document template.

22 3016-US



- 19. The dynamic document according to claim 18, wherein said instances set comprises a plurality of pointers to a plurality of data sources.
- 20. The dynamic document according to claim 19, wherein said data sources comprise one of a group including database data and media items.
- 5 21. The dynamic document according to claim 18, wherein said dynamic document template comprises:
 - a logic section; and
 - a layout section comprising at least one layout object.
- 22. The dynamic document according to claim 21, wherein said logic section comprises:
 - a set of dynamic objects;
 - a set of data values; and
 - a set of rules for assigning said data values to said dynamic objects.
- 15 23. The dynamic document according to claim 22, wherein said set of rules is defined in terms of Relational Algebra.
- 24. The dynamic document according to claim 22, wherein said dynamic objects comprise a storage system for content items, said storage system being operable to receive requests for items in a form of a reference and to reply with an actual item.
 - 25. The dynamic document according to claim 22, wherein said data values are one of a group including database items and media items.

- 26. The dynamic document according to claim 22, wherein said data values are defined as Relational Database tables.
- 27. The dynamic document according to claim 26, wherein said instances sets are assigned to said database tables.
- 5 28. The dynamic document according to claim 27, wherein said instances sets are of a different type from said database tables.
 - 29. The dynamic document according to claim 21, wherein said layout objects are represented in either a vendor neutral format, or native format of a layout tool, and wherein said layout tool is indicated by the type of said object.

10